



KSHB-TV

ORDER

Print Date 10/01/12

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Flight Dates 10/02/12-10/08/12

Contract / Revision 313514 /
 Original Date / Revision 10/01/12 10/01/12
 Advertiser Nixon / Democrat / Governor

Agency Campaign Group
 Buying Contact
 1600 Locust Street
 Philadelphia, PA 19103

Product Jay Nixon
 Agency Com 15%
 Billing Contact
 1600 Locust Street
 Philadelphia, PA 19103

Sales Office EWSDC
 Sales Region NAT
 Agency Ref

Order Sep 00:20:00
 Estimate # 10.2-10.8
 Alt Order #
 Billing Type Cash
 Order Type GENERAL
 Billing Cycle EOM/EOC
 Billing Calendar BROADCAST
 Demographic A35+
 Rev Codes POL POL CAND
 Product Codes PL
 Priority P-2
 Advertiser Ref

Primary Account Executive
 Tara Washburn

Account Executive	Order%	Start Date	End Date
Tara Washburn	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
KCPT	%	
KCTV	%	
KCWE	%	
KMBC	%	
KMCI	%	
KPXE	%	
KSMO	%	
UNKWN	100%	
WDAF	%	

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	73	\$26,413.75	\$31,075.00	0.00	10/01/12	10/08/12	73	\$26,413.75	\$31,075.00
Totals	73	\$26,413.75	\$31,075.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
N 1	KSHB	10/02/12	10/08/12	NBC Action News at 5a NBC Action News at 5a	CM	5-6a	MTWTF--	:30	5	\$150.00	P-2	0.00	NM	5	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/02/12	10/08/12	MTWTF--		5				\$150.00		0.00			
N 2	KSHB	10/02/12	10/08/12	NBC Action News at 6p NBC Action News at 6p	CM	6-630p	MTWTF--	:30	5	\$600.00	P-1	0.00	NM	5	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/02/12	10/08/12	MTWTF--		5				\$600.00		0.00			
N 3	KSHB	10/02/12	10/07/12	Wednesday Prime B Debate	CM	8-9p	--W----	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	--W----		1				\$1,000.00		0.00			



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Print Date: 10/01/12

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Contract / Revision 313514 Flight Dates 10/02/12-10/08/12

Hiatus Dates

Original Date / Revision 10/01/12/ 10/01/12

Order Sep 00:20:00

Advertiser Nixon / Democrat / Governor Product Jay Nixon

Estimate # 10.2-10.8

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 4	KSHB	10/02/12	10/08/12	M-F Late News M-F Late News	CM	10-1035p	MTWTF--	:30	3	\$900.00	P-2	0.00	NM	3	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	MTWTF--					3	\$900.00		0.00			
N 5	KSHB	10/02/12	10/08/12	Today Show Today Show	CM	7-9a	MTWTF--	:30	10	\$375.00	P-2	0.00	NM	10	\$3,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	MTWTF--					10	\$375.00		0.00			
N 6	KSHB	10/02/12	10/08/12	Nightly News Nightly News	CM	530-6p	MTWTF--	:30	3	\$1,200.00	P-2	0.00	NM	3	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	MTWTF--					3	\$1,200.00		0.00			
N 7	KSHB	10/02/12	10/08/12	M-F 1035-1135p Tonight Show	CM	1035-1135p	MTWTF--	:30	5	\$300.00	P-2	0.00	NM	5	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	MTWTF--					5	\$300.00		0.00			
N 8	KSHB	10/02/12	10/08/12	Today Show II Today Show II	CM	9-10a	MTWTF--	:30	5	\$200.00	P-2	0.00	NM	5	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	MTWTF--					5	\$200.00		0.00			
N 9	KSHB	10/02/12	10/08/12	M-F 10-11a M-F 10-11a	CM	10-11a	MTWTF--	:30	5	\$175.00	P-2	0.00	NM	5	\$875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	MTWTF--					5	\$175.00		0.00			
N 10	KSHB	10/02/12	10/08/12	M-F 11a-12p M-F 11a-12p	CM	11a-12p	MTWTF--	:30	5	\$150.00	P-2	0.00	NM	5	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	MTWTF--					5	\$150.00		0.00			
N 11	KSHB	10/02/12	10/08/12	M-F 1-2p M-F 1-2p	CM	1-2p	MTWTF--	:30	5	\$100.00	P-2	0.00	NM	5	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	MTWTF--					5	\$100.00		0.00			
N 12	KSHB	10/02/12	10/08/12	M-F 3-4p Jeff Probst show	CM	3-4p	MTWTF--	:30	5	\$250.00	P-2	0.00	NM	5	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	MTWTF--					5	\$250.00		0.00			
N 13	KSHB	10/02/12	10/08/12	M-F 4-430p Jeopardy	CM	4-430p	MTWTF--	:30	5	\$350.00	P-2	0.00	NM	5	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	MTWTF--					5	\$350.00		0.00			
N 14	KSHB	10/02/12	10/08/12	M-F 430-5p Action News @ 430PM	CM	430-5p	MTWTF--	:30	2	\$325.00	P-2	0.00	NM	2	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	MTWTF--					2	\$325.00		0.00			
N 15	KSHB	10/02/12	10/08/12	NBC Action News at 5p NBC Action News at 5p	CM	5-530p	MTWTF--	:30	2	\$400.00	P-2	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	MTWTF--					2	\$400.00		0.00			
N 16	KSHB	10/02/12	10/07/12	Notre Dame Notre Dame	CM	Notre Dame	-----S-	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 16	KSHB	10/02/12	10/07/12	Notre Dame Notre Dame	CM	Notre Dame	-----S-	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/01/12	10/07/12	-----S-			1			\$500.00			0.00		
N 17	KSHB	10/08/12	10/08/12	Monday Prime C Monday Prime C	CM	9-10p	M-----	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/08/12	10/14/12	M-----			1			\$1,200.00			0.00		
N 18	KSHB	10/02/12	10/08/12	M-F 630-7p M-F 630-7p	CM	630-7p	MTWTF--	:30	5	\$1,100.00	P-2	0.00	NM	5	\$5,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/02/12	10/08/12	MTWTF--			5			\$1,100.00			0.00		
Totals														73	\$31,075.00